

Toys and Games in Hong Kong, China

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Abstracts

Toys and games saw noticeably higher current value growth in Hong Kong in 2022, which was fuelled by the ending of pandemic restrictions by the local government. Traditional toys and games saw growth, although this was only marginally higher than the growth seen in the previous year. Many major categories that performed well in 2021, such as scientific/educational toys, continued to see a growth trend, chiefly due to the increased demand for “edu-tainment” toys – toys that combine education and...

Euromonitor International's Toys and Games in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Traditional Toys and Games, Video Games.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Toys and Games market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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